




BP1: Training and Awareness

Reference: BP1 010	Title of Project:	TfL Don't Look, See Campaign
Version: 1	Website:	www.tfl.gov.uk
Brief Description of Project:	<p>The campaign is based on the DfT's 'In Depth Study of Motorcycle Accidents' 2004 and the more recent MAIDS study which show that the most common PTW collision causation factor in urban areas is other vehicles failing to give way. The research shows that lack of perception by the other road users is the predominant factor in around 37% of collisions.</p> <div style="display: flex; align-items: flex-start;">  <div> <p>The March 2008 campaign used TV and radio advertisements aimed mainly at drivers and highlighting the need to 'give motorcyclists a second thought'.</p> <p>The TV 'Optical Illusions' advert uses graphics and out of vision voice to explain how the brain sometimes fails to process visual information correctly without conscious effort.</p> </div> </div>	
Monitoring Data:	The campaign design is based on data led research and addresses the pre-dominant causation factor for urban PTW collisions. There is no specific data on the performance of the campaign.	
Results:	There are no specific results.	
Key Effective Conclusions:	The advertisements target a common causation factor. It would be useful to obtain evaluation data on the impact and recall of the broadcast material.	
Projects for Comparison:	DfT Think Campaigns.	
Justification:	<p>Although there is no specific data of campaign performance, the 'Optical Illusions' TV advertisement is readily transferable with a translation of the script. The visuals would not require amendment.</p> <p>This project addresses the eSUM objective for WP3, BP1 by offering the potential for reducing urban PTW casualties through behaviour change.</p>	